Amendments to the Claims

This listing of the claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1. (currently amended)   A system for the presentation of specific marketing presentations to customers in a retail environment, comprising:

an electronic display device providing at least one electronic presentation to a customer in said retail environment wherein said customer selects a product item based upon said electronic presentation for purchase;

a processing system providing said electronic presentation for said electronic display device;

means for said processing system to electronically deliver said electronic presentation to said electronic display device; and

means for selecting a presentation from at least two presentations in a memory and based upon the unique interests and needs of said customer to make available said electronic presentation to said processing system.

2. (original)   The system of claim 1, wherein said electronic display device has at least one screen area that can be used for information associated with a product purchasing transaction.

3. (original)   The system of claim 1, further comprising: means for a Point of Sale Terminal to communicate price information about at least one product being purchased to said system.

4. (original)   The system of claim 1, further comprising: means for said customer identifying themselves to said system as an identified customer.

5. (original)   The system of claim 4, wherein said electronic presentation includes at least one customized electronic presentation based upon said identified customer and based on at least one targeted campaign objective.

6. (original)   The system of claim 4, further comprising at least one member of the collection comprising:

   means for said identified customer interacting with said electronic presentation to create at least one customer interaction;

   means for generating electronic or printed messages initiated by said customer interactions;

   means for logging said customer interaction to provide later desirable information regarding said identified customer;

   means for logging at least one of said products purchased by said identified customer to provide later desirable information to said customer.

7. (original)   The system of claim 1, further comprising at least one member of the collection comprising:

   means for said customer interacting with said electronic presentation to create at least one customer interaction;

   means for generating electronic or printed messages initiated by said customer interactions.

8. (original)   The system of claim 7, further comprising: means for logging said customer interaction to provide later desirable information regarding said customer.

9. (currently amended)   Said presentation The system of claim 8 1, wherein said presentation is customized by information previously stored about at least one product purchased by said customer.

10. (original)   The system of claim 1, further comprising: means for a Point of Sale Terminal to communicate a unique product identification code to said system.

11. (original)   The system of claim 10, further comprising: means for logging at least one of said products purchased by said customer to provide later desirable information to said customer.

12. (currently amended) ~~Said presentation~~ The system of claim 11, wherein said presentation is customized by information previously stored about said customer.

13. (currently amended) The system of claim 1, further comprising means for a ~~A~~ first function to create at least one of said presentations used by said means for selecting ~~of claim 1~~.

14. (currently amended) The system of claim 1, further comprising means for a ~~A~~ second function that creates at least one cluster that specifies demographics;

wherein said customer ~~of claim 1~~ has at least one of said demographics; and

wherein said means for selecting further includes means for selecting said presentation based upon said demographics of said customer matching said demographics of at least one of said clusters.

15. (currently amended) The system ~~Said second function~~ of claim 14, wherein said cluster is derived by information previously stored about said customer.

16. (currently amended) The system ~~Said second function~~ of claim 14, wherein said cluster is derived by information previously stored about at least one product purchased by said customer.

17. (currently amended) The ~~Said~~ system of claim 1, further comprising: means for said customer to interact with ~~the~~ a purchasing transaction.

18. (currently amended) The ~~Said~~ system of claim 1, further comprising: means for said customer to interact with ~~the~~ a payment transaction.

19. (currently amended) A method for the presentation of specific marketing presentations to customers in a retail environment, comprising the steps of:

providing at least one electronic presentation to a customer by an electronic display device in said retail environment wherein said customer selects a product item based upon said electronic presentation for purchase;

providing said electronic presentation for said electronic display device by a processing system;

electronically delivering said electronic presentation to said electronic display device from said processing system; and

selecting a presentation from at least two presentations based upon the unique interests and needs of said customer to make available as said electronic presentation to said processing system.

20. (original) The method of claim 19, wherein said electronic display device has at least one screen area that can be used for information associated with a product purchasing transaction.

21. (original) The method of claim 19, further comprising the step of: a Point of Sale Terminal communicating price information about at least one product being purchased to said system.

22. (original) The method of claim 19, further comprising the step of: said customer identifying themselves as an identified customer.

23. (original) The method of claim 22, wherein said electronic presentation includes at least one customized electronic presentation based upon said identified customer and based on at least one targeted campaign objectives.

24. (original) The method of claim 19, further comprising the step of: said customer interacting with said electronic presentation to create at least one customer interaction.

25. (original) The method of claim 24, further comprising the step of: generating electronic or printed messages initiated by said customer interaction.

26. (original) The method of claim 24, further comprising the step of: logging said customer interaction to later provide desirable information regarding said customer.

27. (currently amended) ~~Said~~ The method of claim 24, wherein said customer interaction~~, as a product of~~ is produced by said method ~~the process of claim 24~~.

28. (original) The method of claim 19, further comprising the step of: a Point of Sale Terminal communicating a unique product identification code to said system.

29. (currently amended) The method of claim 28, further comprising the step of: logging at least one of said products purchased by said customer to later provide ~~desirable~~ information regarding said customer.

30. (currently amended) ~~Said~~ The method of Claim 29, wherein said ~~desirable~~ information ~~as a product of the process of claim 29~~ regarding said customer is produced by said method.

31. (currently amended) The ~~A~~ method of Claim 19, further comprising the step of making said presentations ~~used by the step of selecting of claim 19~~, comprising the step of: a first function creating at least one of said presentations ~~used by the step of selecting~~.

32. (original) The method of claim 31, wherein the step of said first function further comprising the step of: customizing said presentation by information previously stored about said customer.

33. (original) The method of claim 31, wherein the step of said first function further comprising the step of: customizing said presentation by information previously stored about at least one product purchased by said customer.

34. (currently amended) The method of Claim 19, further comprising the step ~~A method~~ of creating demographics of said customer, comprising the step of a second function creating at least one cluster that specifies said demographics;

   wherein said customer ~~of claim 19~~ has at least one of said demographics; and

wherein the step selecting further includes the step of:

selecting said presentation based upon said demographics of said customer matching said demographics of at least one of said clusters.

35. (original)   The method of claim 34, wherein said cluster is derived by information previously stored about said customer.

36. (original)   The method of claim 34, wherein said cluster is derived by information previously stored about at least one product purchased by said customer.

37. (currently amended)   The method of claim 19, further comprising the step of: said customer interacting with ~~the~~ a purchasing transaction.

38. (currently amended)   The method of claim 19, further comprising the step of: said customer interacting with ~~the~~ a payment transaction.

39. (currently amended)   The method of claim 19, wherein said ~~Said~~ electronic presentation provided by said electronic display device to said customer in said retail environment~~, as a product of the process of claim 19~~ is produced by said method.

40. (currently amended)   The method of claim 19, wherein said ~~Said~~ presentation made available as said electronic presentation to said processing system~~, as a product of the process of claim 19~~ is produced by said method.

41. (currently amended)   ~~Said~~ An electronic display device ~~of Claim 19, providing the,~~ comprising means for ~~implementing the step~~ providing said an electronic presentation to ~~said~~ a customer in ~~said~~ a retail environment for said customer to select at least one product item based upon said electronic presentation for purchase,

said electronic display device receiving said electronic presentation from among at least two presentations based upon unique interests and needs of said customer.

42. (original)   A method of using a Customer Interaction Device (CID) by a customer, including the steps of:

     providing said customer at least one electronic presentation on said CID in a retail environment; wherein said electronic presentation is based upon the unique interests and needs of said customer;

     said customer viewing said electronic presentation on said CID;

     said customer selecting at least one new product item based upon said electronic presentation to create a selected new product item at some point in time; and

     said customer paying for said selected new product item to create a revenue.

43. (currently amended)   ~~Said~~ The method of claim 42, wherein said selected new product item ~~as a product of the process of Claim 42~~ is produced by said method.

44. (currently amended)   ~~Said~~ The method of Claim 42, wherein said revenue ~~as a product of the process of Claim 42~~ is produced by said method.

45. (original)   The method of claim 42, wherein said electronic display device has at least one screen area that can be used for information associated with a product purchasing transaction.

46. (original)   The method of claim 42, further comprising the step of: said customer identifying themselves as an identified customer.

47. (original)   The method of claim 46, wherein said electronic presentation includes at least one customized electronic presentation based upon said identified customer and based on at least one targeted campaign objectives.

48. (original)   The method of claim 42, further comprising the step of: said customer interacting with said electronic presentation to create at least one customer interaction.

49. (original)   The method of claim 48, further comprising the step of: generating electronic or printed messages initiated by said customer interaction.

50. (original) The method of claim 48, further comprising the step of: logging said customer interaction to later provide desirable information regarding said customer.

51. (currently amended) ~~Said~~ The method of claim 48, wherein said customer interaction~~, as a product of the process of claim 48~~ is produced by said method.

52. (original) The method of claim 42, further comprising the step of: a Point of Sale Terminal communicating a unique product identification code to said system.

53. (currently amended) The method of claim 52, further comprising the step of: logging at least one of said products purchased by said customer to later provide ~~desirable~~ information regarding said customer.

54. (currently amended) ~~Said desirable~~ The method of Claim 53, wherein said information regarding said customer ~~as a product of the process of claim 53~~ is produced by said method.

55. (currently amended) ~~A~~ The method of claim 42, further comprising the step of making at least one of said presentations ~~used by the step of selecting of claim 42~~, comprising the step of: a first function creating at least one of said presentations.

56. (currently amended) The method of claim 55, wherein the step of said first function further comprising the step of: customizing said presentation by information previously stored about said customer.

57. (original) The method of claim 55, wherein the step of said first function further comprising the step of: customizing said presentation by information previously stored about at least one product purchased by said customer.

58. (currently amended) ~~Said~~ The method of Claim 55, wherein said presentation created by said first function~~, as a product of the process of Claim 55~~ is produced by said method.

59. (currently amended)   ~~The method of Claim 42, further comprising the step of: a~~ A second function creating at least one cluster that specifies demographics;

wherein said customer ~~of claim 42~~ has at least one of said demographics; and

wherein ~~said means for selecting~~ the step providing said customer with said presentation further includes ~~means for~~ the step of selecting said presentation based upon said demographics of said customer matching said demographics of at least one of said clusters.

60. (currently amended)   ~~Said~~ The method of Claim 59, wherein the step of said second function ~~of claim 59,~~ further comprising the step of: deriving said cluster by information previously stored about said customer.

61. (currently amended)   ~~Said~~ The method of Claim 59, wherein the step of said second function ~~of claim 59,~~ further comprising the step of: deriving said cluster by information previously stored about at least one product purchased by said customer.

62. (currently amended)   ~~Said~~ The method of 59, wherein said cluster created by said second function ~~as a product of the process of claim 59~~ is produced by said method.

63. (currently amended)   The method of claim 42, further comprising the step of: said customer interacting with ~~the~~ a purchasing transaction.

64. (currently amended)   The method of claim 42, further comprising the step of: said customer interacting with ~~the~~ a payment transaction.

65. (currently amended)   ~~Said~~ The method of Claim 42, wherein said electronic presentation provided by said electronic display device to said customer in said retail environment~~, as a product of the process of claim 42~~ is produced by said method.

66. (currently amended)   ~~Said~~ The method of Claim 42, wherein said presentation made available as said electronic presentation to said processing system~~, as a product of the process of claim 42~~ is produced said method.

67. (cancelled)

68. (currently amended)   A program system comprising of at least one program step residing in a memory accessibly coupled to a computer ~~at least partly implementing at least one of the steps of Claim 42~~,

wherein said program system further comprises at least one of the program steps of:

providing a customer at least one electronic presentation on a Customer Interaction Device (CID) in a retail environment;

detecting said customer selecting at least one new product item based upon said electronic presentation to create a selected new product item; and

supporting said customer paying for said selected new product item to create a revenue.